

MONROE



**JACK DOYLE**

**MONROE COUNTY EXECUTIVE**

**For Immediate Release**

Monday, February 11, 2002

## **STATE FUNDS YOUTH EMPOWERMENT INITIATIVE AGAINST TOBACCO USE**

Monroe County Executive Jack Doyle today announced the county has received a state grant to fund local tobacco prevention and control programming with youth.

The New York State Department of Health has awarded the county a grant in the amount of \$120,000 for the Youth Empowerment Initiative Against Tobacco Use (YEI). The purpose of this initiative is to build a youth development framework to empower teens to form and engage in partnerships with the goal of reducing tobacco use among teens.

"This grant shows an enormous amount of support from state and local health and youth leaders to address adolescent smoking," said Doyle. "With everything we know about tobacco's harmful effects, these dollars will be well spent to empower our youth not to start this unhealthy and expensive habit."

The YEI will be coordinated through the County Youth Bureau and involve county contracts with two local, private agencies: Prevention Partners, Inc. (\$57,000) and Coordinated Care Services, Inc. (\$63,000).

Prevention Partners, Inc., under the direction of the Youth Bureau, will coordinate local efforts connected to the statewide "Reality Check" YEI and facilitate the participation of Monroe County youth in state-level events, training and conferences. This will involve recruiting and engaging countywide youth to be the "force and voice" of the initiative; planning and implementing countywide "Reality Check" recruitment and informational events; and providing training, technical assistance and ongoing support to youth and existing youth groups to establish multiple "Reality Check" youth empowerment clubs.

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Coordinated Care Services, Inc. will provide fiduciary support for the "Reality Check" YEI mini-grants, recruitment and informational events. Twenty mini-grants of \$500-\$1500 will be used to support the development of "Reality Check" clubs or will support positive youth development activities that encourage youth empowerment. Additionally, five to 10 larger countywide "Reality Check" events will be implemented to recruit and provide information on the "Reality Check" brand to Monroe County youth.

The selected agencies participated with the county in the collaborative development and submission of the grant proposal to the New York State Health Department. The acceptance of the grant is subject to approval by the Monroe County Legislature at its March meeting.

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*For further information, call:  
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